

Fashion Calendar

1949

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 3, 1949</u>			
Friday June 3 9:30 A.M. Breakfast	PRESS SHOW: "RAYDENE" IS BACK AGAIN" St. George Textile Corp. will re-introduce to the press their pre-war rayon-and-cotton corduroy "Raydene". Specially designed fashions will show its wide range of fashion use in misses, children and men's wear. A half hour showing will start promptly at 10:00 A.M. By invitation only. Publicity: Rose Hilton, MU. 3-4261.	ST. GEORGE TEXTILE CORP.	RITZ CARLTON HOTEL CARLTON SUITE
Friday June 3 4:00 P.M. Cocktails	PRESS SHOWING OF PARISIAN BELTS Doris A. Weston will have an informal press showing of original Parisian belts, bought for Slote and Klein during her recent trip abroad. By invitation only. Publ.: Doris A. Weston Fashion Counselors, OR. 9-2968.	SLOTE & KLEIN, INC. (CRITERION BELTS)	16 EAST 34TH STREET SHOWROOM-17TH FLOOR
Now Showing- June 10	FALL AND WINTER COATS AND SUITS The Fall and Winter collection of Rothmoor coats and suits will be shown to the press and buyers. Contact: Mr. Alfred E. Zink, CI. 7-7300; or Sally Staunton, Abbott Kimball Co., Inc., PL. 3-9600.	ROTHMOOR COATS	HOTEL DORSET-RM.508 30 WEST 54TH STREET
Now Showing	FALL COAT AND SUIT COLLECTION Carmel Brothers will present their Fall coat and suit collection at 10:30 A.M. and 2:30 P.M. Press invited. Contact: Lawrence Carmel, LA. 4-3310.	CARMEL BROTHERS	530 SEVENTH AVENUE SHOWROOM

WEEK BEGINNING MONDAY, JUNE 6, 1949

Monday June 6 10:30 A.M.	PRESS SHOWING OF COUTURE FURS Presentation of Fredrica's Fall and Winter collection of precious furs designed by Arthur Schwartz. Attendance by invitation only. Trade opening on June 7 at 10:00 A.M. Showings daily thereafter at 10:00 A.M., by appointment only. Publicity: Peg Wilson, CH. 4-8685.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday June 6 12:15 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION Showing of Martini Designed and Diminutive Fashions for Fall, designed by Sylvan Rich, at a buffet luncheon for the press. By invitation only. Trade opening beginning Wed., June 8. Publ.: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED & DIMINUTIVES INC.	498 SEVENTH AVENUE SHOWROOM
Monday June 6 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW "Springtime in Paris" featuring Callot Soeurs' "twin dresses" - Paris originals and their American adaptations; and town, country, daytime and evening fashions. Press by invitation. Public by reservation. Publ.: Callot, Mary Marsh, PL. 9-2675; St. Regis, Mary Alice Rice, CI. 6-1790.	CALLOT SOEURS	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 6 4:00 P.M. Pink Champagne	CUSTOM FURS BY RALPH MARANO Russeks' annual Pink Champagne Party for the press with a showing of Ralph Marano's custom fur collection. Showing at 4:30 P.M. Attendance by invitation only. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO
Beginning Monday June 6	OPENING OF FALL LINES The FOGA Collections will be shown for a two-week period as follows: <u>Mon., June 6:</u> CARLYE DRESS CORP.; DEITSCH, WERSBA & COPPOLA, INC.; A. GOODMAN & CO., INC.; HORWITZ & DUBERMAN; NATHAN-STRONG; PAUL SACHS ORIGINALS. <u>Tues., June 7:</u> BEN BARRACK; INTERNATIONAL DRESS CO.; JUNIOR LEAGUE FROCKS; PARNIS-LIVINGSTON. <u>Wed., June 8:</u> BEN J. GAM; FRED GREENBERG DRESS CO.; JOSEPH HALPERT; FRANK STARR, INC. <u>Thurs., June 9:</u> GRABOIS; DAVID LEONARD & LEVINE CO. <u>Mon., June 13:</u> PAUL PARNES, CORP.; RUDOLF GOWNS <u>Tues., June 14:</u> HANSEN BANG; CAPRI FROCKS; CHARLES LANG; MARY LEE; MARTIN SIMON; HERBERT SONDHEIM; SUZANNE-AUGUSTINE; HANNAH TROY. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS GUILD OF AMERICA	INDIVIDUAL NEWYORK SHOWROOMS
Beginning Monday June 6	OPENING OF FALL SPORTSWEAR LINES Fall sportswear collections will open on the following dates: <u>June 6:</u> STAR-MAID DRESSES, INC. <u>June 7:</u> ADLER & ADLER, INC.; KANE-WEILL; SPORT-CRAFT, INC. <u>June 8:</u> DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL-ROSENBLOOM, CO. <u>June 9:</u> CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
Beginning Monday June 6	FALL OPENING: TERRY ROGERS ORIGINALS Presentation of Terry Rogers Originals for Fall. Showings from 10:00 A.M. to 4:00 P.M. daily. Publicity: Ann R. Silver Associates, MU. 7-8654.	GROSS-SYDNEY	498 SEVENTH AVENUE SHOWROOM - 17TH FL.
Beginning Monday June 6	PRESS OPENING OF FALL BLOUSE LINE Miss Doreen will present her Fall collection of blouses and skirts for day and evening wear to the press, beginning Monday, June 6. Trade show- ings beginning Tuesday, June 14. Publicity: Thal Spitzer, LO. 5-2674.	DOREEN BLOUSE CO.	25 WEST 57TH STREET SHOWROOM-3RD FLOOR
Beginning Monday June 6	OPENING OF COMPLETE FALL COLLECTION Majestic presents its complete Fall '49 line, designed by Aurora Elroy, including back-to-school fashions, featuring corduroys, cashmeres and rayon suitings. Contact: LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM-16TH FL.
Beginning Monday June 6	OPENING OF FALL COLLECTION Presentation of the Fall line of dinner and evening clothes by Lee Claire, with continuous showings daily. Contact: WI. 7-9470.	LEE CLAIRE, INC.	525 SEVENTH AVENUE SHOWROOM

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Tuesday June 7 10:00 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Sally Victor will present a press preview of her Fall millinery collection. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD ST. SALON
Tuesday June 7 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING "Cross-Country" meeting of The Fashion Group, with fashion findings from 15 of their regional directors in a panel discussion. Interlocutor: Esther Lyman, Merchandise Editor, Harper's Bazaar. Program Chmn.; Gertrude Bailey. Price (including tax and tip): \$3.50 for members; \$4.00 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BELVEDERE ROOM
Tuesday June 7 12:30 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW Semi-annual luncheon showing by the Millinery Designers League with a presentation of advance Fall hats. Press by invitation. Tickets: \$12.50; contact: Miss Jean, LA. 4-2669; or Ann Hoerer, PE. 6-8444.	MILLINERY DESIGNERS LEAGUE	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday June 7 12:30 P.M. Luncheon	TWELFTH ANNUAL GRADUATION LUNCHEON Awarding of certificates to graduates, and fifth annual presentation of "Mehitabel", the Tobe-Coburn Alumnae Award. Contact: Mrs. Esther Andrews, PL. 3-0773.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Beginning Tuesday June 7 2:30 P.M.	OPENING OF FALL COLLECTION Presentation of Pauline Trigere's Fall Collection on Tuesday, June 7; Wednesday, June 8; Thursday, June 9; Tuesday, June 14; Wednesday, June 15; and Thursday, June 16. Showings promptly at 2:30 P.M. For appointment, contact Robert Trigere, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH ST. SHOWROOM
Tuesday June 7 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION A preview of Joseph Halpert's Fall collection for the press. By invitation only. Trade showings beginning Wednesday, June 8 at 2:30 P.M.; and daily at 10:30 A.M. and 2:30 P.M. Contact: Mrs. Miles Gordon, WI. 7-7400.	JOSEPH HALPERT	530 SEVENTH AVENUE SHOWROOM-24TH FL.
Tuesday June 7 3:00 P.M. Cocktails	"SUMMER FASHIONS ON PARADE" Franklin Simon, in collaboration with the N.Y., N.H. & H. Railroad and Michael Todd Productions, will present a fashion showing aboard the railroad's special "Show Train" traveling from Hartford, Conn., to N.Y., bringing Connecticut residents to Mr. Todd's "As The Girls Go". There will be a special car for the press leaving Grand Cent. Term. at 3:00 P.M. going to New Haven, where the car will be attached to the "Show Train" at 4:30 P.M. (The fashion show begins at New Haven). The "Show Train" will arrive back in Grand Cent. Term. at 6:45 P.M. Contact: Lenore Benson, Franklin Simon, WI. 7-9600; Bill Doll, Todd Productions, MU. 7-6310.	FRANKLIN SIMON	ABOARD THE "SHOW TRAIN"
Tuesday June 7 4:00 P.M. Cocktails	JOINT PRESENTATION BY LONDON DESIGNERS Brenner of London, Matita, Rima and Frederick Starke -- the members of the Model House Group of London -- will show highlights of their individual collections at a joint presentation. By invitation only. Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, MU. 3-7661.	MODEL HOUSE GROUP OF LONDON	HOTEL PLAZA WHITE & GOLD SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 7 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER CAREER ISSUE Fashion show to preview "Glamour" Magazine's September 1949 Career issue, and to announce the winners of the Glamour Survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Fall collections of Arkay Junior Frocks and Junior Formals at 10:30 A.M. and 2:30 P.M. daily. Publicity: Helen Keyes, LO. 5-2626.	ARKAY JR. FROCKS, INC.; JUNIOR FORMALS, INC.	498 SEVENTH AVENUE SHOWROOMS-19TH & 20TH
Beginning Tuesday June 7	FALL COAT AND SUIT COLLECTION Belliciano Designs in coats and suits for Fall, with daily showings at 10:30 A.M. and 2:30 P.M. Press invited. Publ.: Harvey Stein, LO. 3-6569.	DAVE BELLSEY COMPANY	512 SEVENTH AVENUE SHOWROOM-30TH FLOOR
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Showings at 3:30 P.M. daily and by appointment; contact: MU. 8-0420.	CASSINI-DARDICK	715 FIFTH AVENUE SHOWROOM-6TH FLOOR
Beginning Tuesday June 7	OPENING OF "MOYEN ORIGINALS" COLLECTION The Jack Herzog collection of "Moyen Originals", including evening, dinner and cocktail dresses, will open on June 7 with showings at 12:00 Noon and 4:00 P.M. Contact: LO. 5-0525.	JACK HERZOG & BRO., INC.	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Junior Accent's Fall collection will include back-to-school fashions, streetwear, and "five-o'clock" dresses. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	1418 BROADWAY PENTHOUSE
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Maria Krum will present her Fall collection of trotteurs, afternoon, and evening fashions beginning Tuesday, June 7, at 10:30 A.M.; and daily thereafter. Contact: Julie O'Sullivan, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SHOWROOM
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Blouses, matched separates, two-piece dresses for Fall by Frances Sider, Inc. and Sunclothes, Inc. Publicity: Terry Mason, LO. 4-3323.	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1384 BROADWAY SHOWROOM
Wednesday June 8 10:30 A.M. Breakfast	PRESS PREVIEW: BACK- TO-SCHOOL COLLECTION Press preview of the back-to-school collection of children's sportswear, styled by Hi-Line of New York. Attendance by invitation. Publicity: Anne E. Gorman, Franklin Fisher and Associates, MU. 2-1983.	HI-LINE OF NEW YORK	HOTEL BERKSHIRE 19 EAST 52ND STREET
Wednesday June 8 11:30 A.M.	ALL-AMERICA ROSE SELECTIONS FOR 1950 World Premiere Showing of All-America Rose Selections for 1950, with 4 dresses inspired by the individual winning roses, and designed by Lilly Dache, Omar Kiam of Ben Reig, Jane Derby and Harriette Harra. Fashion Publ.: Eleanor Lambert, MU. 8-2130. Publ.: for Rockefeller Plaza: Mr. R. W. Walker, CI. 5-9000, Ext. 141.	ROCKEFELLER PLAZA	CHANNEL GARDENS 610-620 FIFTH AVE

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Wednesday June 8 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Hannah Troy will present her Fall collection of misses and petite fashions to the press. Attendance by invitation only. Publicity: Gladys Steiner, MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Wednesday June 8 4:00 P.M.- 7:00 P.M. Cocktails	NINTH ANNUAL NATIONAL SEWING CONTEST The National Needlecraft Bureau will present a fashion show of garments entered in the Ninth Annual National Sewing Contest. Presentation of National First Prizes to eight top prize winners. Attendance by invitation only. Contact: Grace Turner, Director, Women's Department, Win Nathanson & Associates, Inc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Wednesday June 8 4:15 P.M. Cocktails	FASHION SHOW: PREVIEW OF SEPTEMBER ISSUE Preview of Charm's September issue at a cocktail show. For Charm tie-in stores, by invitation only. Publicity: Eloise Rey, MU. 3-8910.	CHARM MAGAZINE	HOTEL PLAZA GRAND BALLROOM
Beginning Wednesday June 8	OPENING OF FALL COLLECTION Fira Benenson will present daily trade showings at 10:30 A.M. and 4:30 P.M. By appointment only; contact: MU. 8-0900.	FIRA BENENSON	37 WEST 57TH ST. SHOWROOM
Beginning Wednesday June 8	OPENING OF FALL COLLECTIONS The Diminutive showing will be presented at 1:30 P.M. and will include a special group of new fashions for 5'7" and over. Showings daily thereafter at 11:30 A.M. and 1:30 P.M. The Martini Designed collection will be presented at 10:30 A.M. and 2:30 P.M. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED & DIMINUTIVES, INC.	498 SEVENTH AVENUE SHOWROOMS
Beginning Wednesday June 8	SHOWING OF TED SHORE ORIGINALS FOR FALL Opening of Frank Starr collection of Ted Shore Originals, including dinner and evening gowns and after-five dresses. Daily showings at 10:30 A.M. and 1:00 P.M. Contact: Marion Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM
Thursday June 9 10:30 A.M. And 2:30 P.M.	PRESS SHOWING OF FALL COLLECTION Carter's collection of sleepwear and intimate apparel for teens, juniors and women. Morning showing, 10:30 A.M.; afternoon showing, 2:30 P.M. By invitation only. Contact: Helen D. Leaf, B.B.D.&O., EL. 5-5800.	THE WILLIAM CARTER CO.	180 MADISON AVENUE SHOWROOM
Beginning Thursday June 9 2:30 P.M.	OPENING OF 1949 FALL COLLECTION Presentation of the Christian Dior-New York Fall collection, with showings daily at 2:30 P.M. By invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
Thursday June 9 2:30 P.M.	FASHION SHOWING OF CORSETS AND BRAS Fashion show at Gimbels new corset department on the 4th floor. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	4TH FLOOR

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Thursday June 9 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Sam Friedlander will present his Fall collection, designed by Sara Ripault, to the press on Thursday, June 9 at 4:00 P.M. By invitation only. Trade showings from June 13-June 22, promptly at 4:00 P.M. Contact: PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 25TH FL.
Thursday June 9 5:00 P.M. Cocktails	SEMI-ANNUAL MERCHANDISE AND FASHION CLINIC Miron will hold its semi-annual Merchandise and Fashion Clinic to introduce the Fall fabrics collection. Attendance by invitation only for Miron's franchised piece goods stores and fabric press. Publicity: Mrs. Eleanor W. Howard. Promotion Director, LE. 2-8340.	MIRON MILLS, INC. (51 MADISON AVENUE)	HAMPSHIRE HOUSE COTTAGE
Beginning Thursday June 9- June 22	OPENING OF FALL COLLECTION Presentation of Eisenberg Originals Fall line of dresses, suits, blouses, ensembles, cosmetics, and jewelry. Contact: CI. 7-2200, Ext. 307.	EISENBERG ORIGINALS	GOTHAM HOTEL SUITE 307
Friday June 10 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Janice Milan will present a press preview of her Fall collection designed by Mildred Orrick. Trade showings beginning Monday June 13, at 1:15 P.M. and 4:00 P.M. Attendance by invitation. Contact: LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FL.
Beginning Friday June 10	PRESENTATION OF FALL COLLECTION Kiviette will present her collection for Fall 1949 at 10:30 A.M. and 2:30 P.M., daily until June 17. Contact: PL. 7-8750.	KIVIETTE	15 WEST 47TH STREET SHOWROOM
Monday June 13 1:00 P.M. Luncheon	"MIDSUMMER TOWN DREAMS" AT LUNCHEON SHOW Showing of Midsummer fashions by Russeks during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Monday June 13 2:30 P.M.	PRESS SHOWING: FIRST JOINT COLLECTION Ann Sadowsky and Eta will show their first joint collection presenting their Fall fashions. By invitation only. Formal opening to the trade on Tuesday, June 14 with daily showings at 10:30 A.M. and 2:30 P.M. Publicity: Mildred Kaldor, MU. 9-5420.	ANN SADOWSKY & ETA, INC.	498 SEVENTH AVENUE SHOWROOM -11TH FL.
Monday June 13 5:00 P.M.	JACQUES FATH AMERICAN COLLECTION FOR FALL Joseph Halpert will present the Jacques Fath American-Made collection for Fall. For press and trade, by invitation only. Contact: Mrs. Miles Gordon, WI. 7-7400.	JOSEPH HALPERT, INC.	HOTEL PIERRE GRAND BALLROOM
Beginning Monday June 13	FALL SHOWING OF KARU JEWELRY Opening of new Fall line of "All Occasion" jewelry by Karu Fifth Avenue, including jewelry for "teenettes", business girls and evening wear. Continuous showings. Contact: Thal Spitzer, LO. 5-2674.	KAUFMAN-RUDERMAN CO.	411 FIFTH AVENUE SHOWROOM - 5TH FL.

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Beginning Monday June 13	OPENING OF FALL COLLECTION Margaret Newman will present her Fall collection beginning Monday, June 13th. Publicity: Bettie Hurst, LA. 4-4278.	MARGARET NEWMAN ORIGINALS, INC.	525 SEVENTH AVENUE PENTHOUSE
Beginning Monday June 13	KEN CLASSICS FALL COLLECTION Opening of the Fall line of Ken Classics, with daily showings at 9:30 A.M. and 1:30 P.M. Contact: Nancy S. Stoddard, LA. 4-9544.	KENNETH TISCHLER, INC.	108 WEST 39TH ST. SHOWROOM
Beginning Monday June 13	OPENING OF FALL BLOUSE COLLECTION Nan Westley, blouse firm, now affiliated with Kane-Weill, will present Fall blouses and separates. Contact: LO. 5-3041.	NAN WESTLEY, INC.	498 SEVENTH AVENUE SHOWROOM
Tuesday June 14 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Showing of Janet Taylor Originals, a collection of young daytime and cocktail dresses, will be presented to the press. Showing at 4:30 P.M. By invitation only. Publicity: Rose Hilton, MU. 3-4261.	JANET TAYLOR	498 SEVENTH AVENUE SHOWROOM
Tuesday June 14 4:00 P.M. Champagne	PRESS SHOWING OF WOVEN LINGERIE Textron will present nylon and rayon woven lingerie fashions to the magazine press. By invitation. Publicity: Julia Cowles, MU. 9-2200.	TEXTRON, INC.	PARK LANE HOTEL PETIT SALON
Tuesday June 14 4:00 P.M.- 6:00 P.M. Tea	SHOWING OF FALL MILLINERY FASHIONS Millinery Creators Guild will present hats by the following milliners: Bernice Charles; Harryson Hats; G. Howard Hodge; Jeanne Tete; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats-Garfunkel Makers. For press and trade by invitation only. Publicity: Ruth Weintraub, PL. 3-2117.	MILLINERY CREATORS GUILD	RITZ CARLTON HOTEL CRYSTAL ROOM
Beginning Tuesday June 14	OPENING OF FALL COLLECTION Paul Parnes will present his Fall collection daily at 10:30 A.M. and 2:30 P.M. Press by appointment. Publ.: Gladys Steiner, MU. 9-1630.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
Beginning Tuesday June 14	OPENING OF FALL COLLECTION Renel will present their Fall wholesale collection of suits, coats and dresses to the trade. By appointment only. Contact: RH. 4-5656.	RENEL, LTD.	751 MADISON AVENUE SHOWROOM
Wednesday June 15 11:00 A.M.	PRESS SHOWING OF FALL MILLINERY Presentation of Fall millinery by Robert Dudley. Attendance by invita- tion. Publicity: Muriel Francis, PL. 9-5600.	ROBERT DUDLEY	54 EAST 56TH STREET SALON
Wednesday June 15 12:30 P.M. Luncheon	PRESS SHOWING OF BILL- FOLDS & "KEY-TAINERS" Buxton will present a luncheon showing for the press of billfolds and "Key-Tainers" for both men and women. Attendance by invitation only. Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000.	BUXTON, INC.	PARK LANE HOTEL PETIT SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 15 2:30 P.M.	PRESS SHOWING: FALL COATS AND SUITS Fall collection of coats and suits, created by Donald Norris, will be presented to the press. Attendance by invitation. Contact: Edward P. Chaffey, LA. 4-4433.	PENZNER, SCHIRO & DONALD NORRIS, INC.	HOTEL PIERRE COTILLION ROOM
Wednesday June 15 4:30 P.M. Cocktails	WOOLKNIT FASHION PRESENTATION Semi-annual woolknit fashion show, including knitted dresses and suits; sweaters, handknits, and wool bathing suits--a forecast for Resort 1949 and Summer 1950. Attendance by invitation only. Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, MU. 3-7661.	WOOLKNIT ASSOCIATES	HOTEL PLAZA TERRACE ROOM
Wednesday June 15 4:30 P.M. Cocktails	PARIS DESIGNED "YOUNG VIEWPOINT" FALL FASHIONS "Mrs. Young Viewpoint, An American in Paris", -- Fall showing of a special group of Paris Originals by Marcel Rochas, Robert Piguet, Jeanne LaFaurie, Jacques Griffe, and their Young Viewpoint translations by Ginsburg & Abelson. Commentator: Arlene Francis. Attendance by invitation only. Contact: Viola Sylbert, Saul Krieg Associates, LU. 2-1815.	GINSBURG & ABELSON	HOTEL PIERRE ROOF GARDEN
June 15	FEDERAL INCOME TAX, Second Payment Due.		
Thursday June 16 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Press showing of Lindley Originals Fall collection, designed by Gertrude Rothschild. Attendance by invitation. Publ.: Mildred Kaldor, MU.9-5420.	LINDLEY ORIGINALS	1400 BROADWAY SHOWROOM
Thursday June 16 3:30 P.M. Cocktails	PRESS SHOWING OF FLEXEES Artistic Foundations--Flexees, Inc.--will present a Fall showing for the press. A new line of sportswear will be included with these foundations. Cocktails at 3:30 P.M. Showing at 4:00 P.M. Attendance by invitation only. Publicity: Bee Bradshaw, Artistic Foundations, MU. 9-2100.	ARTISTIC FOUNDATIONS "FLEXEES"	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Thursday June 16 4:15 P.M.	NEW FALL COLORS AT FASHION SHOW Color Co-op will present a fashion show featuring "Putty" and "Brick", the two colors chosen for Fall, as well as "Basic Brown", a third color which has been coordinated as an added service. Fashions in ready-to-wear, millinery, gloves, shoes, handbags, hosiery, scarves, jewelry, make-up will be shown by the 13 Color Co-op members. Commentators: Jeanne Pierre and Beatrice Castle. Director: Mimi Aleinehoff. For buying offices, buyers and press, by invitation only. Publicity: Jeannette Connolly, LE. 2-1771.	COLOR CO-OP	BARBIZON PLAZA HOTEL CONCERT HALL
Thursday June 16 8:30 P.M.	SECOND ANNUAL DESIGNERS' FASHION SHOW For the second time, members of the Society (formerly Guild) of New York Dress Designers, Inc. will present a comprehensive showing of Fall fashions based on a single theme: "Today: Mirror of Yesteryear". Included will be the work of designers from sportswear, daytime, evening and wedding houses which produce all sizes and represent all price ranges. Tickets: \$10:00; contact: Mrs. Hazel L. Rice, WI. 7-5681. Press by invitation only. Publicity and staging: Charlotte Parker, MU. 8-4410.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 17 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL FASHIONS Eddie Rubenstein presents his Fall collection of better junior dresses at a breakfast show for the press. Continuous trade showings beginning, Monday, June 20. Contact: Roberta D. Miles, BR. 9-4082 or WA. 9-1362.	CRESTLEE, INC.	1400 BROADWAY SHOWROOM - 30TH FL.
June 20- June 24	FALL CORSET AND BRASSIERE WEEK. Contact: Jed Sylbert, 200 Fifth Avenue, MU. 3-1593.		
Wednesday June 22 7:00 P.M. Cocktails	ANNUAL RAINWEAR FASHION SHOW The N.Y. Raincoat Mfrs. Association will present Fall Rainwear at their fourth annual fashion show and dinner for press and buyers. By invitation only. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.	NEW YORK RAINCOAT MANUFACTURERS ASSN.	WALDORF-ASTORIA GRAND BALLROOM
Monday June 27 12:00 Noon Luncheon	AUTHOR LUNCHEON FOR THE PRESS Luncheon to honor Mary Brooks Picken, author of the "Singer Sewing Book". Pre-publication information will be available on this book, the first complete book of sewing techniques both for home dressmaking and home decoration, sponsored by the country's oldest sewing machine company. Attendance by invitation. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.	SINGER SEWING MACHINE COMPANY	HOTEL PIERRE ROOF
Tuesday June 28 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Irene of New York will present her Autumn hat collection to the press. By invitation only. Publicity: Ruth Underhill, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND ST. SALON
Tuesday June 28 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will present Fall accessories at a fashion show. Chairman of Accessories Division: Marjorie Schlesinger. More details later. Price (including tax and tip): \$4.00 for members, \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FAHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
Tuesday June 28 5:00 P.M. Cocktails	MARVELLA PEARLS FASHION SHOW Marvella Pearls will present their Fall collection, designed by Jacques Fath. Cocktails at 5:00 P.M. Fashion Show at 5:30 P.M. Commentator: Adelaide Hawley. Attendance by invitation only. Publicity: Margaret Markley, Marvella Pearls, PL. 7-5610.	WEINREICH BROS. CO. (383 FIFTH AVENUE)	RAINBOW ROOM 30 ROCKEFELLER PL.
Wednesday June 29 12:00 Noon Luncheon	PRESS SHOWING OF FALL MILLINERY Lenesta will present a preview of her Fall millinery to the press during luncheon. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LENESTA	15 EAST 53RD STREET SALON
Wednesday June 29 4:30 P.M. Cocktails 5:00 P.M. Show	"HELLER HIGHLIGHTS" SEMI-ANNUAL FASHION SHOW The House of Heller will present its semi-annual fashion show featuring the Fall collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Showing promptly at 5:00 P.M. By invitation only. Commentator: Faith Keane. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 4	INDEPENDENCE DAY (Monday) -- Legal Holiday.		
Wednesday July 6 11:00 A.M. Informal Luncheon	PRESS PREVIEW OF FALL MILLINERY Presentation of Florence Reichman's Fall millinery fashions to the press. Informal luncheon will be served after the show. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Wednesday July 6 4:00 P.M. Tea	PRESS SHOWING OF FALL MILLINERY Mary Goodfellow will present her Fall millinery collection to the press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Thursday July 7 12:15 P.M. Luncheon	MILLINERY MEETING AND FASHION SHOW The Fashion Group will present a showing of Fall millinery. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (one per member). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Thursday July 7 4:00 P.M. Cocktails	FALL MILLINERY PREVIEW FOR PRESS Showing of Emme's Fall and Winter millinery collection for the press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	21 EAST 56TH STREET SALON
Monday July 11 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Presentation of Laddie Northridge's Fall and Winter hat collection at his salon, for the N.Y. press and buyers. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	4 WEST 57TH STREET SALON
Monday July 11 2:30 P.M.	PRESS SHOWING OF FALL MILLINERY Presentation of Walter Florell's Fall millinery collection to the press. Attendance by invitation. Publ.: Ruth Hammer Associates, EL. 5-6043.	WALTER FLORELL	29 EAST 53RD ST. SALON
Tuesday July 12 2:30 P.M.	PRESS PREVIEW OF FALL MILLINERY Mr. John will present his Fall millinery collection to the local fashion press. Attendance by invitation. Publicity: Nonni Eilers, MU. 8-4906.	MR. JOHN	53 EAST 57TH STREET SALON
Wednesday July 13 10:00 A.M. Breakfast	MILLINERY FASHION SHOW FOR PRESS Press showing of Mme. Pauline's Fall millinery. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MME. PAULINE	6 EAST 53RD STREET SALON
Thursday July 14 11:00 A.M.	FALL MILLINERY SHOWING FOR PRESS Mr. Fred Frederics of John Frederics, Inc., will present his Fall millinery collection to the N.Y. press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Thursday July 14 2:30 P.M.	PREVIEW OF MILLINERY FASHIONS FOR FALL Braagaard will present his Fall millinery collection to the press. Attendance by invitation only. Contact: PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON

Betty Swan